

**TOWN OF
DENMARK, MAINE**
“Beautiful by Nature”



**Proposed Amendments To The June 2024
Zoning Ordinance of the Municipality of Denmark, Maine**

**CHANGEABLE OR ELECTRONIC
MESSAGE SIGNS**

**PREPARED FOR
THE TOWN OF DENMARK SELECT BOARD CONSIDERATION
AT JANUARY 28, 2025 PUBLIC MEETING**

**Amendments As Presented At A 01/16/25 Town Manager/Select Board Meeting
Are Now All Shown In Black**

**Proposed Amendments Discussed At The Meeting
Are Shown in Red With New Carabine Comments Shown in Blue**

JANUARY 17, 2025

4.11. Signs.

4.11.1. General.

4.11.1.1. Billboards are prohibited.

4.11.1.2. The following provisions shall apply to Signs in all Districts where permitted:

4.11.2. Size, Location and Illumination.

4.11.2.1. No Sign shall be erected adjacent to any public way in such a manner as to obstruct clear and free vision or where, by reason of its position, shape, color, illumination or wording the Sign may interfere with, obstruct the view of or be confused with any authorized traffic Sign, signal or device or otherwise constitute a hazard to pedestrian or vehicular traffic.

4.11.2.2. Flashing, moving or animated Signs are prohibited.

4.11.2.3. No Sign shall exceed twenty (20) feet in height.

4.11.2.4. No Sign shall be located within three (3) feet of a street line or other lot line.

4.11.2.5. Signs may be illuminated only by shielded, non-flashing lights except Changeable or Electronic Message Signs as otherwise regulated in this Ordinance.

4.11.3. Types of Signs.

4.11.3.1. Public traffic and directional Signs designating public or semi-public activities shall be permitted.

4.11.3.2. Name Signs shall be permitted, provided such Signs shall not exceed 2 square feet in area, and shall not exceed two Signs per premises.

4.11.3.3. Residential users may display a single Sign not over 6 square feet in area relating to goods or services rendered on the premises, or to the sale, rental, or lease of the premises.

4.11.3.4. Signs relating to trespassing and hunting shall be permitted.

4.11.3.5. Commercial uses may display a single Sign that may be lettered on two sides not to exceed 16 square feet per side, relating to goods and services sold on the premises shall be permitted except in the Shoreland District. In the Shoreland District such Signs shall not exceed six square feet in area.

4.11.4. Changeable or Electronic Message Signs Pursuant to 23 M.R.S.A. §1914

4.11.4.1. Regulations per this Section are to regulate the installation, siting, design, construction, operation, and approval process of Changeable or Electronic Message Signs and to do so in a manner that promotes highway safety and protects the public health, safety, and

welfare of the Inhabitants of and visitors to the Town of Denmark.

4.11.4.2. Regulations.

4.11.4.2.1. Changeable or Electronic Message Signs may be located only adjacent to State Numbered Roads in Denmark within the Village District.

4.11.4.2.2. Only the Municipal Government and Commercial Businesses are allowed to erect a Changeable or Electronic Message Sign.

4.11.4.2.3. Only one Sign is allowed on a Municipal Government property or Commercial Business property or combination of such properties of common ownership or use.

4.11.4.2.4. Changeable or Electronic Message Signs located on lots that are of residential use (including lots with Home Occupations) or that are vacant or unused are prohibited.

4.11.4.2.5. Changeable or Electronic Message Sign Displays shall be static images with no flashing, intermittent, or moving light or lights. Messages may be changed using a scroll, phase, dissolve, fade, roll, blend and drop down/up, or similar segue between Displays provided lighting does not vary in intensity and minimum hold times are maintained. In no case, shall a Display flash or show continuous streaming of information or video animation.

4.11.4.2.6. Changeable or Electronic Message Sign displays may consist of alphabetic, numeric, or symbolic characters on a plain or colored background and may include graphic, pictorial, or photographic images.

4.11.4.2.7. Changeable or Electronic Message Sign displays may be changed with a minimum hold time of ten (10) minutes between display changes. Displays of time and/or temperature may be changed with a minimum hold time of two (2) seconds.

4.11.4.2.8. The Display may comprise up to 100% of the surface area of a Changeable or Electronic Message Sign.

4.11.4.2.9. Changeable or Electronic Message Signs must be located outside State and/or Town roadway rights-of-way and all sign and foundation-related parts must be set back a minimum of three (3) feet from the roadway right-of-way line of the lot on which it is placed and set back a minimum of 20 feet from side and rear lot lines.~~side and rear setbacks of 20 feet.~~

4.11.4.2.10. No more than one (1) Changeable or Electronic Message Sign may be permitted within 300 feet of another Changeable Electronic Message Sign ~~per lot~~ on the same side of the travelled way.

4.11.4.2.11. No Changeable or Electronic Message Signs may be mounted on any rooftop, or for wall mounted Changeable or Electronic Message Signs Changeable or Electronic Message Signs, above the top of the wall or full parapet.

4.11.4.2.12. The size of Changeable or Electronic Message Signs shall not ~~to~~ exceed 12 (twelve) square feet per side Display area and may be permitted in addition to other signage provided for in this Ordinance.

4.11.4.2.13. Installation of Changeable or Electronic Message Signs shall be of the permanent type and not be portable.

4.11.4.2.14. No Changeable or Electronic Message Signs shall be illuminated between the hours of 8:00 PM and 6:00 AM.

4.11.4.2.15. Changeable or Electronic Message Signs shall not emit sound, have streamers (or similar), or emit smoke or vapors.

4.11.4.2.16. Changeable or Electronic Message Signs associated with businesses, uses, or activities which are no longer active and/or have ceased shall not be illuminated for any purpose.

~~4.11.4.2.16. No Changeable or Electronic Message Sign which advertises or calls attention to any products, businesses, uses, or activities which are no longer sold or carried on shall not be illuminated for any purpose.~~

~~4.11.4.2.17. Only Municipal Changeable or Electronic Message Signs may display or advertise off-premises uses, activities, events, businesses, or other off-premises matters.~~

~~4.11.4.2.18. Changeable or Electronic Message Signs illumination levels shall not impair the vision of motorists, shall not be greater than [town Manager to coordinate with sign manufacturer for illumination standard here], shall not affect the aesthetic value of surrounding properties, and shall not exceed a ground level measurement of one foot candle on any land used for residential purposes at the time of installation, all as determined from time to time by the Town of Denmark Code Enforcement officer with proof of compliance provided by the sign owner.~~

**MANUFACTURER’S ILLUMINATION
RECOMMENDATION:**

4.11.4.2.17. Changeable or Electronic Message Sign illumination levels shall not impair the vision of motorists and shall not affect the aesthetic value of surrounding properties. Maximum brightness for the display shall be no more than needed by the manufacturer’s recommended brightness for daylight and darkness. General standard for night brightness during darkness hours should not exceed 0.3 foot candles above ambient light conditions; meaning the sign should adjust it’s brightness based on the surrounding light level. It is the owner’s responsibility to program the digital display to achieve the above based on the dawn to night hours of each given season. From time to time the Town of Denmark Code Enforcement Officer shall check the digital display for compliance.

CARABINE COMMENTS ON RECOMMENDATION:

4.11.4.2.17. Changeable or Electronic Message Sign illumination levels shall not impair the vision of motorists and shall not affect the aesthetic value of surrounding properties. Maximum brightness for the Display during daylight shall be no more than is reasonably needed for visibility. needed by the manufacturer’s recommended brightness for daylight and darkness. General The standard for night brightness during darkness hours should shall not exceed 0.3 foot candles above ambient light conditions. The Changeable or Electronic Message Sign shall be provided with the ability to automatically meaning the sign should adjust it’s the Display’s brightness based on the surrounding light level. It is the Changeable or Electronic Message Sign owner’s responsibility to program the digital display to achieve the above illumination levels based on the dawn to night hours of each given season. From time to time the Town of Denmark Code Enforcement Officer shall may check the digital display for compliance or may request proof of compliance from the sign owner.

4.11.4.2.18. Changeable or Electronic Message Signs illumination levels shall not exceed a ground level measurement of one foot-candle on any land used for residential purposes at the time of installation. From time to time the Town of Denmark Code Enforcement Officer may check these illumination levels or request proof of compliance from the sign owner.

4.11.4.3. Administration. Pursuant to 23 M.R.S.A §1914 (11-A), the Changeable or Electronic Message Signs permitted by this Ordinance shall comply with all other requirements of State law. Where Changeable or Electronic Message Signs standards herein conflict with State Law, the more restrictive shall apply.

DEFINITIONS

Changeable or Electric Message Sign: Means an on-premises Sign created, designed, manufactured, or modified in such a way that its Display or Message may be electronically, digitally, or mechanically altered by the complete substitution or replacement of one Display or Message by another on each side.

Commercial Business: ~~Of~~ or related to the buying and selling of goods and services

Display: Means that portion of the surface area of a Changeable or Electronic Message Sign that is, or is designed to be, or is capable of being periodically altered for the purpose of conveying a Message.

Dissolve: Is a mode of message transition of accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the subsequent message.

Fade: Is a mode of message transition accomplished by varying light intensity, where the first message gradually reduces the intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

Flashing: Is the conspicuous intermittent exhibit of changing light or color effects with a period of change of less than 1 second.

Foot Candle: A unit of measurement for light intensity, defined as the amount of light falling on a one square foot surface from a uniform light source positioned one foot away, essentially meaning it's the illumination on a surface one foot away from a standard candle: one foot candle is equal to one lumen per square foot.

Message: Means a communication conveyed by means of a visual display of text, a graphic element or pictorial or photographic image.

Municipal Government: Means the Town of Denmark, Maine, an incorporated municipality in the State of Maine.

Scroll: Is a mode of message transition where the message appears to move vertically across the Display surface.

State Numbered Roads: These are State Routes 117 and 160 in the Town of Denmark.

Time and Temperature Sign: Means a sign or portion of a sign that electronically or mechanically displays the time and temperature with permitted complete substitution or replacement of the display periodically.

Table 3.2.

	Resource Protection	Shoreland	Village	Rural	Aquifer Protection
Changeable or Electronic Sign*	N	N	P	N	N